

How do we define the avant garde?

# The Independent Film Situation / Sector (U.S. 1980s)

## Home Movies

a) documentary

b) narrative  
(imitation of fiction)

consumer economics -  
recreational filmmaking  
small gauge

[Consumer commercial -  
Video weddings, etc.]

Structure

non-Commercial

① network/PBS

② alternative forms  
(extended verité)  
Palazzo

③ educational  
intentional  
(New Day)

subset -  
• film theory films  
• academic avantgarde  
(expository genre)

related sectors  
• agency films  
• sponsored films, MTV  
• industrials  
• commercials, etc  
• in-house  
• specials, installations  
(World's Fair films, etc)

Art World Avant Garde

Bohemian, Subculture, Youth Culture, Counter culture / Underground, amateur subculture - esp. sexual  
(Alka-Bears, NYC) (subsidized)  
(Marcello - Punk and Glitter)

Related Sectors: Student films, related secondary and primary relations with video, tv animation as a form enters much of this -

Documentary

Commercial

① network/PBS

② Feature

③ educational

## Hollywood

low budget pix  
(#1-3 million)

① Indy subsidized  
\$75,000 → \$800,000  
(Heartland) →  
ZDF/Channel 4  
NET  
CPB/PBS  
Europe - "Art & Essai"

② Indy capitalized  
speculative investment  
(Smithereens)  
can cross over

(Theatrical)  
ART HOUSE CINEMA

③ Commercial pornography  
capitalist, entrepreneurial  
special distrib/exhibition  
(borderline and illicit before Procs)

a) exploitation films

b) made-for-tv

Cult Films

Kern-  
video distrib.